

TvSCAN

Anne Braunschdel - 10/5/12 12:12 PM

Broadcast Order/Confirmation

Washington DC (HAGRSTWN) - MAYNOV Nielsen

Qualitative Criteria: Release 1 2012 Mar11-Feb12 SCARBOROUGH (Rev.1)

Political party affiliation is Independent, Independent, but feel close Democrt or Independent, but feel close Republicn and registered to vote in district of residence and always vote in presidential elections

Buyer Anne Braunschdel
Client Restore Our Future, Inc.

Order Number 1,466
Campaign EST 1465
Flight Flight 1 10/23/12-10/29/12

Station WJLA
Address

Barbara

Agency Mentzer Media
Address

WJLA-ABC

QAJ P 35+

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG
GOOD-WASH 600A Tu-Fr 6:00a- 7:00a	\$1,000	Oct23-Oct26	:30	4	--	1	1	1	1	--	--	1
GD MRN AMR-ABC Tu-Fr 7:00a- 9:00a	\$1,800	Oct23-Oct26	:30	6	--	2	1	1	2	--	--	2
KATIE Tu-Fr 4:00p- 5:00p	\$1,800	Oct23-Oct26	:30	4	--	1	1	1	1	--	--	1
ABC7 NWS AT 5 Tu-Fr 5:00p- 6:00p	\$1,900	Oct23-Oct26	:30	4	--	1	1	1	1	--	--	2
ABC7 NWS AT 6 Tu-Fr 6:00p- 6:30p	\$2,800	Oct23-Oct26	:30	4	--	1	1	1	1	--	--	3
WORLD NEWS ADJ. Tu-Fr 6:27p- 6:30p	\$4,400	Oct23-Oct26	:30	4	--	1	1	1	1	--	--	3*
WHEEL-FORTNE Tu-Fr 7:00p- 7:30p	\$7,000	Oct23-Oct26	:30	4	--	1	1	1	1	--	--	4
JEOPARDY Tu-Fr 7:30p- 8:00p	\$6,000	Oct23-Oct26	:30	8	--	2	2	2	2	--	--	5
ABC-NITELINE Tu-Fr 11:35p-12:00a	\$3,000	Oct23-Oct26	:30	6	--	1	2	1	2	--	--	2
LATE NEWS Tu-Su 11:00p-11:35p	\$4,000	Oct23-Oct28	:30	6	--	1	1	1	1	1	1	3
GD WKND SAT Sat 7:00a- 8:00a	\$900	Oct27-Oct27	:30	1	--	--	--	--	--	1	--	1

* - Denotes estimated item(s).

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TAPSCAN
Software Suite

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QAJ P 35+

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG
GD MRN-SUN-ABC												
Sun 8:00a- 9:00a	\$900	Oct28-Oct28	:30	1	--	--	--	--	--	--	1	1
GOOD-WASH 600A												
Mon 6:00a- 7:00a	\$1,000	Oct29-Oct29	:30	1	1	--	--	--	--	--	--	1
GD MRN AMR-ABC												
Mon 7:00a- 9:00a	\$1,800	Oct29-Oct29	:30	1	1	--	--	--	--	--	--	2
KATIE												
Mon 4:00p- 5:00p	\$1,800	Oct29-Oct29	:30	1	1	--	--	--	--	--	--	1
ABC7 NWS AT 5												
Mon 5:00p- 6:00p	\$1,900	Oct29-Oct29	:30	1	1	--	--	--	--	--	--	2
ABC7 NWS AT 6												
Mon 6:00p- 6:30p	\$2,800	Oct29-Oct29	:30	1	1	--	--	--	--	--	--	3
WORLD NEWS ADJ.												
Mon 6:27p- 6:30p	\$4,400	Oct29-Oct29	:30	1	1	--	--	--	--	--	--	3*
ADJACENCY												
Mon 6:57p- 7:00p	\$6,000	Oct29-Oct29	:30	1	1	--	--	--	--	--	--	3*
WHEEL-FORTNE												
Mon 7:00p- 7:30p	\$7,000	Oct29-Oct29	:30	1	1	--	--	--	--	--	--	4
JEOPARDY												
Mon 7:30p- 8:00p	\$6,000	Oct29-Oct29	:30	2	2	--	--	--	--	--	--	5
ABC-NITELINE												
Mon 11:35p-12:00a	\$3,000	Oct29-Oct29	:30	2	2	--	--	--	--	--	--	2
LATE NEWS												
Mon 11:00p-11:35p	\$4,000	Oct29-Oct29	:30	1	1	--	--	--	--	--	--	3
DWTS												
Mon 8:00p-10:00p	\$18,000	Oct29-Oct29	:30	2	2	--	--	--	--	--	--	7

WJLA Totals \$284,900

67

Reach / Frequency

190

45.3

4.2

Monthly Oct 2012 Nov 2012
 Gross Cost \$194,200.00 \$90,700.00

* - Denotes estimated item(s).

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.

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TAPSCAN
Software Solutions



WJLA Washington
MAKEGOOD NOTICE

TO: Anne Braunscheidel
FROM: Barbara Monares
DATE: 10/9

CLIENT: ROF Est 1465

I apologize for the inconvenience.

Pre-Empt:

Date	Time	Program	Spot(s)	Length	Spot Cost	Total Cost
23-Oct	7p-730p	Wheel of Fortune (not running)	1	:30	\$7,000	\$7,000
			0	:30	\$0	\$0
			0	:30	\$0	\$0
			0	:30	\$0	\$0
			0	:30	\$0	\$0
			0	:30	\$0	\$0
						\$0
						\$0
TOTAL			1			\$7,000

Makegoods

Date	Time	Program	Spot(s)	Length	Spot Cost	Total Cost
23-Oct	7p-730p	ABC News Special Battleground VA	1	:30	\$5,000	\$5,000
27-Oct	12p-1p	ABC7 Noon News	2	:30	\$1,000	\$2,000
			0	:30	\$0	\$0
			0	:30	\$0	\$0
			0	:30	\$0	\$0
						\$0
TOTAL			3			\$7,000

**PLEASE EITHER EMAIL ME "APPROVAL" OR
PRINT OUT, SIGN & FAX BACK TO ME AT 703-236-2341.**